



BENCH BREEZE

FOR FLORISTS AND GROWERS EVERYWHERE



AMERICAN BULB COMPANY
AMERICAN FLORIST SUPPLY COMPANY

Haymarket 1-6774
1335 West Randolph Street
Chicago 7, Illinois

RECEIVED
★ SEP 29 1958 ★

New York Office — 527 Lexington Ave — OXford 7-0044

U. S. Department of Agriculture



Now...New Bird Peat Pots

○ or □ ...rugged construction, economical, nutrient treated.



The Bird Peat Pot is the practical labor saving way to start plants for transplanting to field, bench or larger selling containers.

Bird Peat Pots save watering because they give ideal moisture control. Special balanced nutrient molded into pot promotes luxuriant growth.

Round and square Bird Pots have extra rugged rim that makes for easier handling - prevents chipping and thus keeps water from running off -

Order Now - full production on all sizes for November 1 delivery.

BIRD PEAT POTS

Quantity	Per Thousand	
	2 1/4" Rd.	2-1/8" Sq.
2,000-18,000	\$7.25	\$9.75
20,000-74,000	\$6.75	\$9.00
76,000-348,000	\$6.25	\$8.40
350,000-750,000	\$6.10	\$8.20
	3" Rd.	3" Sq.
2,000- 8,000	\$13.40	\$15.45
10,000-48,000	\$12.45	\$14.40
50,000-198,000	\$11.65	\$13.45
200,000-500,000	\$10.90	\$12.50

150 lbs or more prepaid

LILIES AMERICAN GROWN



			Per 100	Per Case
Croft	7 - 8"	250 to case	\$25.00	\$55.00
	8 - 9"	200 to case	45.00	80.00
	9 - 10"	150 to case	56.00	72.00
	10 - 11"	100 to case	60.00	60.00
Ace	6 1/2 - 7"	300 to case	22.00	65.00
	7 - 8"	250 to case	30.00	70.00
	8 - 9"	200 to case	50.00	90.00
	9 - 10"	150 to case	60.00	80.00
	10 - 11"	100 to case	65.00	65.00

WRITE FOR SPECIAL QUANTITY PRICES.

No.Six - September 15, 1958

Now
Time
to
Order
Them

Only 179 days to EASTER (from Oct 1)
ABC has top of Harvest Lily Bulbs for You!



ABC buyer, Louis Miller was on the spot to supervise digging, shipping of bulbs.



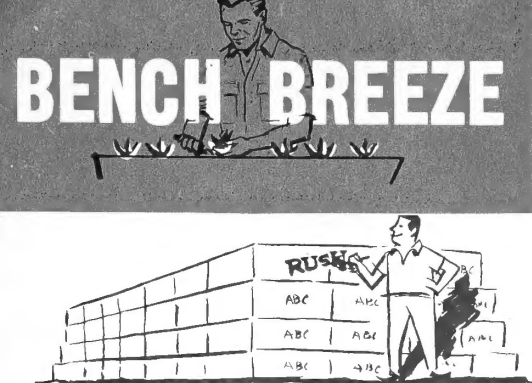
Grading begins - the choice bulbs for ABC customers are hand selected - only large full-bodied bulbs are acceptable.



ABC customer must receive the size bulbs that make the big profitable blooms for Easter. Each lot is measured.



ABC Lily bulbs are packed in peat moss, protection ...facilitates pre-cooling so important in growing of the Easter Lily.



FALL BULBS
selling season
coming up fast!
ABC is ready
with the best
imported bulbs -
priced so you can
make a nice profit.

HYACINTHS

Bismarck	Early Sky Blue			
City of Haarlem	Yellow			
Edelweiss	Early Pure White		Per	Per
Grand Maitre	Porcelain Blue		100	1000
King of the Blues	Late Dark Blue	19 ctm up	15.50	145.00
La Victoire	Early Cardinal Red	18-19 ctm	13.50	125.00
L'Innocence	Early Pure White	17-18 ctm	11.50	105.00
Marconi	Late rosy pink	16-17 ctm	10.00	90.00
Pink Pearl	Early deep rosy pink			
Queen of the Blues	Light Blue			
Queen of the Pinks	Late Rosy Pink			

DARWIN TULIPS

		12 ctm up		11-12 ctm	
		Per	Per	Per	Per
		100	1000	100	1000
All Bright	Bright Red	5.00	46.00		
Aristocrat	Dark Violet Rose	5.00	46.00	4.50	39.00
Bartigon	Crimson-Red	5.00	46.00	4.50	39.00
Campfire	Vermillion-Scarlet	5.00	46.00		
Chas. Needham	Brilliant Scarlet	6.50	60.00	6.00	54.00
City of Haarlem	Large Scarlet	6.50	60.00		
Clara Butt	Salmon-Pink	5.00	46.00	4.50	39.00
Cordell Hull	Red Striped-Rose	5.00	46.00		
Farn. Sanders	Rose-Scarlet	5.00	46.00		
Golden Age	Golden Yellow	5.00	46.00		
Insurpassable	Lilac	5.00	46.00		
Niphetos	Ivory-Yellow	5.00	46.00		
Paul Richter	Geranium-Red	5.00	46.00		
Pride of Haarlem	Cerise Scarlet	5.00	46.00	4.50	39.00
Pride of Zwannenburg	Salmon-Pink	6.00	53.00		
Princess Elizabeth	Rosy Pink	5.00	46.00	4.50	39.00
Prunus	Salmon-Pink	5.00	46.00	4.50	39.00
Queen of the Night	Deep Velvety Maroon	4.75	42.00	4.00	34.00
Red Pitt	Bright Red	5.00	46.00		
Rose Copland	Rose Lilac	4.75	42.00	4.00	34.00
The Bishop	Violet-Blue	5.00	46.00		
Wm. Copland	Lilac	4.75	42.00	4.00	34.00
Wm. Pitt	Cerise-Red	5.00	46.00	4.50	39.00
Yellow Giant	Deep Yellow	4.75	42.00	4.00	34.00
Zwannenburg	Large White	6.00	53.00	5.25	47.00
Darwin Finest Mixture				4.00	34.00

LATE OR COTTAGE TULIPS

Advance	Fiery Red	5.00	46.00		
Albino	Pure White	5.00	46.00		
Carrara	Pure White	5.00	46.00		
Golden Harvest	Lemon-Yellow	4.75	42.00	4.00	34.00
Princess Margaret Rose	Yellow Flushed				
	Orange	4.75	42.00		
Rosy Wings	Apricot-Pink	6.00	53.00		

HYBRID DARWIN TULIPS

Apple Doorn	Orange-Scarlet, Blackbase, Edged Yellow	6.00	55.00		
Red Matador	Carmine-Scarlet	5.75	52.00		

PARROT TULIPS

Black Parrot	Purplish Black	5.00	46.00		
Blue Parrot	Bluish Heliotrope	4.75	42.00		
Firebird	Red	5.00	46.00		
Orange Favorite	Orange	5.00	46.00		
Parrot Wonder	Cherry Red	5.00	46.00		
Texas Gold	Deep Yellow	5.00	46.00		



PRO-GRO - perfect feeding for Geraniums - ask Walter Shrader, Johnstown, Pa. shown with ABC's Dale Dougal. One feeding with Pro-Gro brought extra healthy plants, large flowers ...those easy to sell plants that might require several feedings with ordinary greenhouse fertilizers.

AMERICAN GROWN NARCISSUS

		Per	Per
		100	1000
King Alfred DN #1	Deep Golden Yellow	10.00	90.00
King Alfred DN #2	Deep Golden Yellow	7.50	65.00
King Alfred Jumbo	Deep Golden Yellow	12.50	115.00
Flower Carpet DN #1	Deep Golden Yellow	10.00	90.00

IRIS AMERICAN GROWN

		Per	Per
		100	1000
Wedgewood - Pale Blue	8½ - 9 ctm	2.50	19.00
	9-10 ctm	4.00	33.00
	10-11 ctm	6.00	52.00
	11 and up	7.00	60.00
Prof. Blaauw (Blue Ribbon)	8-9 ctm	2.50	20.00
Deep Blue	9-10 ctm	4.00	33.00
	10-11 ctm	6.00	52.00
	11 and up	7.00	60.00

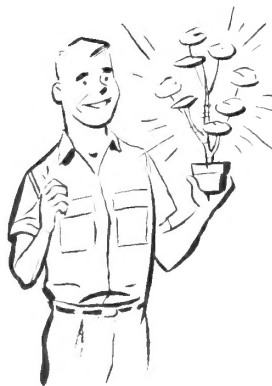
20% Price Reduction on REDWOOD TUBS!

You will be proud to display and offer these seasoned California, redwood plant tubs in natural oil finish. Carriage trade quality that will really dress up those house plants you'll want to pot for next month selling!



Sturdy construction, bound with thick brass bands that do not tarnish, cut in hand-grips makes them easy to move.

Top Diam.	Ship.Wt.	Each	6 for
7"	2 lbs	\$1.40	\$ 7.80
10"	4 lbs	1.75	9.90
12"	6 lbs	2.75	15.90
14"	8½ lbs	3.85	22.50
16"	11 lbs	4.55	26.70
18"	13½ lbs	5.95	35.10



Now is time to place your order for ever popular Geranium. The ABC 2 $\frac{1}{4}$ " pots are priced right for growing on - so you can make the most from your bench space investment. These are the healthiest, most vigorous plants we've seen for some time.

2 $\frac{1}{4}$ " Geranium Pots - \$150. per 1000

Irene - Brick red and popular seller
White-Snowball, Madame Buchner, and Madonna
Richard - brilliant red-orange
Enchantress Fiat - appleblossom pink
Better Times - cerise
Improved Red Fiar - red-orange
Pink Fiat - delicate salmon

Olympic - salmon red
Salmon Supreme - salmon at its finest
Irvington Beauty - bright pink
Radio Red - fire engine red

Varieties below - \$160.00 per thousand

Dark Red Irene - a dark red supreme
Penny-neon pink and beautiful
Genie - a rich clear pink
Springtime - a luscious salmon-pink
Salmon Irene - a true salmon gem

NEW VARIETIES

Limited 100 per customer
\$200.00 per thousand -
Pink Cloud - rosy salmon pink
Laureli - shrimp pink

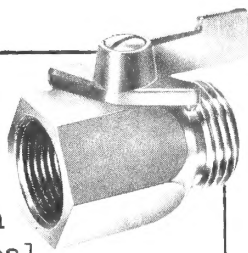
TEDION

New selective Miticide - long lasting, safe for plants, humans...protects Roses, Carnations, Mums, Philodendrons, most green foliage plants from Spidermites

1 2-lb pkg - \$5.20 6/2 lb - \$27.50
12/2 lb- \$52.00

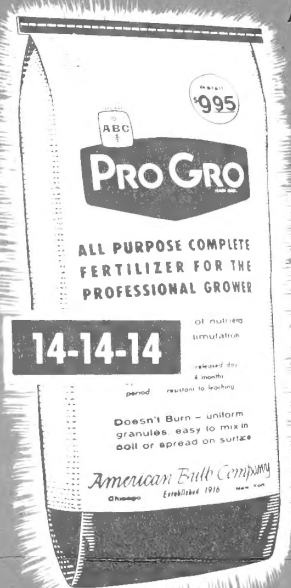
New time saving Valve connection. Pipe to hose, solid brass quarter turn spherical plug, seat with quad ring and pressure seal. Pay for this valve in water savings alone. Wt $\frac{1}{2}$ lb, 3/4" fitting.

\$1.35 each - 6 valve price... \$7.50



New INVENTION

fertilizer made special for Florists and Growers!



ABC proudly brings this greatest of fertilizer discoveries to our florist and grower friends. Research scientists worked diligently in the O M Scott & Sons laboratories for 10 years. Now ABC PRO GRO and PRO-N25 combine all advantages of both chemicals and organics—without the disadvantages of either.

Perfect Feeding

Non-burn — because of exclusive chemical interlock of plant food sources

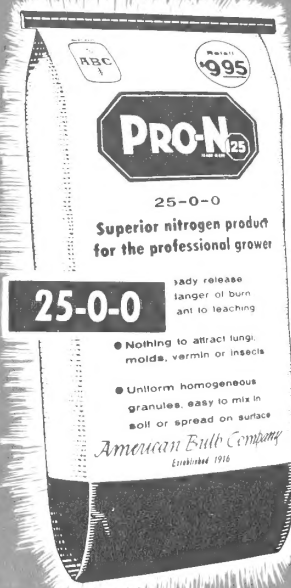
Slow-steady release — day by day over 3 to 4 months as plants use nutrients

Uniform — homogenous granules, easy to mix into soil or to broadcast on surface

Nothing to rot or decay — does not attract fungi, molds, vermin or insects

Mild acidifier — gentle, sure action

Clean, crisp, no dust — easy to use accurately and correctly



HOW TO USE

BENCH CROPS

PRO GRO® 3 lbs per 100 sq ft of bench area
PRO-N25® 2 lbs per 100 sq ft of bench area

POTTING SOIL

PRO GRO 4" pot full per wheelbarrow load of soil (2 $\frac{1}{2}$ Bu)
PRO-N25 3" pot full per wheelbarrow load of soil (2 $\frac{1}{2}$ Bu)

Important extra benefits without price premium

HALF THE COST OF USING WATER SOLUBLES

PRO GRO - 50 lbs — **\$6.50** Per ton — **\$240.00**
(\$.95 retail)

PRO-N25 - 40 lbs — **\$5.20** Per ton — **\$240.00**
(\$.95 retail)

Prepaid delivery on 5 bags or more

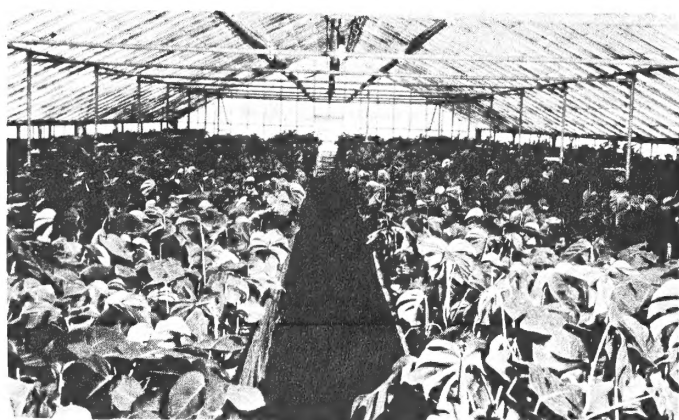
BENCH BREEZE



SPECIALS FROM THE BLUE BOOK...



GREEN PLANTS...GREEN PLANTS...GREEN PLANTS



Propagated Under Glass

Mist Watered

Healthy Rooted Cuttings & Pots

Order now - be sure to stock an assortment - our pricing is so we can offer you the 1000 price on 250 or more of any individual plant or size. Our source is specialist, knows your need of rugged healthy plants.

Per 1000

Philodendron Cordatum 2/3 lf.	\$ 50.00
" 3/5 lf.	55.00
Potted Philodendron 2 1/4" pot 3-per	200.00
" " " #2 gr.	155.00
Pothos Wilcoxii 2/3 lf.	50.00
" " 3/5 "	55.00
" " potted 2 1/4" 3-per	215.00
" " " 3" plas. 4-per	310.00

Variegated Nephthytis R/C 3/5 lf.	55.00
" " potted 2 1/4" 3-per	215.00
Pilea R/C	50.00
Pandureforme R/C Dwarf 6/8"	120.00
Small 8/10"	145.00
Med. 10/12"	180.00
Potted Pandureforme 3" pot 3-per (each)	.55
" " 4" " " "	.80

Sansevieria Laurentii-all sizes 3 lf.up	125.00
Sansevieria Zeylanica " " " "	70.00

Chinese Evergreen Miniature	125.00
4/6"	180.00
6/8"	240.00
Potted Combinations 2 1/4" pot 4 plants	240.00
Philodendron Cordatum lf. & eye	40.00
Neantha Bella Palms,transplants 3/5 lf.	60.00

BAMBOO CANE STAKES

These are hand select stakes, imported from Japan. Graded to pencil thickness and color fast green. Extra strong -- and look at these prices, a fraction of a penny cost to you adds much to salability of every plant.



	250	1000	2000 Bale
1 1/2 ft. Green	\$1.00	\$3.50	\$6.00
2 ft. "	1.25	4.50	8.00
2 1/2 ft. "	1.50	5.50	10.00
3 ft. "	2.00	7.00	13.00
3 1/2 ft. "	2.40	8.50	16.00
4 ft. "	2.65	9.50	18.00

250 per bundle. We do not break bundles.

CANE STAKES - Medium Heavy, Green
Per 100 Per 1000

5 ft.	\$2.25	\$17.50
6 ft.	3.00	25.00

SPLIT BAMBOO STAKES - Green, Thin, Strong
Per 1000 5000 Bale

12 ins.	\$2.50	\$10.00
15 ins.	3.50	14.00
18 ins.	4.00	16.00
24 ins.	6.00	24.00

HEAVY BAMBOO STAKES - Finest quality imported for heavy plants and shrubs. 5/8" to 3/4" diam.

	<u>Per 100</u>	<u>500 Bale</u>
5 ft.	\$8.50	\$35.00
6 ft.	10.00	42.50
7 ft.	11.00	50.00

QUANTITY DISCOUNTS on Bamboo Cane Stakes and Split Bamboo Stakes: 10 bales, 5%, 25 bales, 10%, 50 bales, 15%.

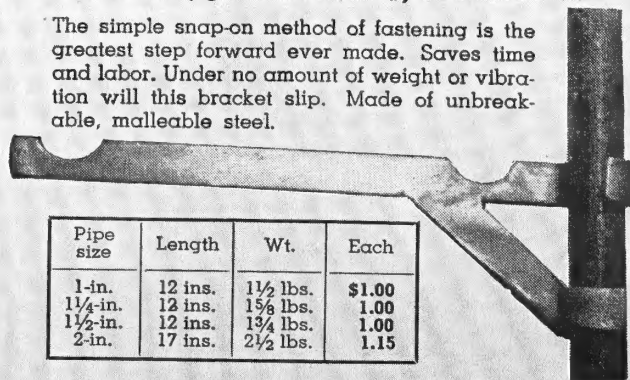
GREENHOUSE SHELF BRACKETS

Can be attached or detached . . . Instantly!

No Nuts, No Screws, No Bolts

Unconditionally guaranteed for life by the manufacturer.

The simple snap-on method of fastening is the greatest step forward ever made. Saves time and labor. Under no amount of weight or vibration will this bracket slip. Made of unbreakable, malleable steel.



Pipe size	Length	Wt.	Each
1-in.	12 ins.	1 1/2 lbs.	\$1.00
1 1/4-in.	12 ins.	1 5/8 lbs.	1.00
1 1/2-in.	12 ins.	1 3/4 lbs.	1.00
2-in.	17 ins.	2 1/2 lbs.	1.15